

This Page Is Inserted by IFW Operations
and is not a part of the Official Record

BEST AVAILABLE IMAGES

Defective images within this document are accurate representations of the original documents submitted by the applicant.

Defects in the images may include (but are not limited to):

- BLACK BORDERS
- TEXT CUT OFF AT TOP, BOTTOM OR SIDES
- FADED TEXT
- ILLEGIBLE TEXT
- SKEWED/SLANTED IMAGES
- COLORED PHOTOS
- BLACK OR VERY BLACK AND WHITE DARK PHOTOS
- GRAY SCALE DOCUMENTS

IMAGES ARE BEST AVAILABLE COPY.

As rescanning documents *will not* correct images,
please do not report the images to the
Image Problem Mailbox.

[illegible]



Approved for use through 07/31/2006. OMB 0651-0031

U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE

Substitute for form 1449/PTO

(Use as many sheets as necessary)

Sheet	1
-------	---

of 12

Application Number	09/748,949
Filing Date	27 DECEMBER 2000
First Named Inventor	FLICKINGER
Art Unit	2611
Examiner Name	SHELTON, BRIAN K.
Attorney Docket Number	T721-13

[illegible]

FOREIGN PATENT DOCUMENTS						
Examiner Initials*	Cite No. ¹	Foreign Patent Document	Publication Date	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages Or Relevant Figures Appear	T ⁶
		Country Code ³ -Number ⁴ -Kind Code ⁵ (if known)	MM-DD-YYYY			
BS	BH	WO9955066A1	10-28-1999	Zetmeir, Karl D		

**Examiner
Signature**

Date	
Considered	

7/15/14

*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant. ¹ Applicant's unique citation designation number (optional). ² See Kinds Codes of USPTO Patent Documents at www.uspto.gov or MPEP 801.04. ³ Enter Office that issued the document, by the two-letter code (WIPO Standard ST.3). ⁴ For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. ⁵ Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST.16 if possible. ⁶ Applicant is to place a check mark here if English language Translation is attached.

This collection of information is required by 37 CFR 1.97 and 1.98. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 2 hours to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

If you need assistance in completing the form, call 1-800-PTO-9199 (1-800-786-9199) and select option 2.

[illegible]

Form PTO-1449
(REV. 8-83)

INFORMATION DISCLOSURE CITATION

(Use several sheets if necessary)

U.S. DEPARTMENT OF COMMERCE
PATENT AND TRADEMARK OFFICE

ATTY. DOCKET NO.

T721-13

INT. APPLN NO.

09/748,949

APPLICANT

FLICKINGER ET AL.

INT. FILING DATE

27 DEC 2000

GROUP

2611

RECEIVED

JUN 19 2001

Technology Center 2600

U.S. PATENT DOCUMENTS

EXAMINER INITIAL		DOCUMENT NUMBER							DATE	NAME	CLASS	SUBCLASS	FILING DATE IF APPROPRIATE
BS	AA	4	6	0	2	2	7	9	07/86	Freeman	358	86	
BS	AB	5	1	5	5	5	9	1	10/92	Wachob	358	86	
BS	AC	5	4	1	0	3	4	4	04/95	Graves et al.	348	1	
BS	AD	5	4	4	6	9	1	9	08/95	Wilkins	455	6.2	
BS	AE	5	5	6	5	9	0	9	10/96	Thibadeau et al.	348	9	
BS	AF	5	6	0	0	3	6	6	02/97	Schulman	348	9	
BS	AG	5	6	6	1	5	1	6	08/97	Carles	348	8	
BS	AH	5	7	2	4	0	9	1	03/98	Freeman et al.	348	13	
BS	AI	5	7	5	8	3	2	8	05/98	Giovannoli	705	26	
BS	AJ	5	7	8	1	2	2	6	07/98	Sheehan	348	6	
BS	AK	5	7	9	0	9	3	5	08/98	Payton	455	5.1	
BS	AL	5	8	0	1	7	5	3	09/98	Eyer et al.	348	13	
BS	AM	6	0	8	8	7	2	2	07/00	Herz et al.	709	217	

		DOCUMENT NUMBER							DATE	COUNTRY	CLASS	SUBCLASS	TRANSLATION	
													YES	NO
BS	BA	0	0	4	9	8	0	1	08/00	WO				

OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.)

BS	CA	AdForce website "Enabling online Publishers and Ad agencies to Exploit the Full Potential of the Internet for Interactive Marketing" March, 2000, 2pp.

EXAMINER

Brian Sheehan

DATE CONSIDERED

7/15/04

EXAMINER: Initial if citation considered, whether or not citation is in conformance with MPEP 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

[illegible]

Electronic Information Disclosure Statement



Advertisement Filtering and Storage for Targeted Advertisement Systems

Application:



09/748949

Confirmation:

6470

Applicant(s):

Gregory Flickinger

Docket Number:

T721-13

Group Art Unit:

2611

Examiner:

Unknown

search string:

(5621728 or 5650994 or 6002394 or 6253238 or 6263501).pn.

RECEIVED

JUN 13 2002

Technology Center 2600

■ *That each item of information contained in the information disclosure statement was cited in any communication from a foreign patent office in a counterpart foreign application not more than three months prior to the filing of the information disclosure statement.*


US Patent Documents

Note: Applicant is not required to submit a paper copy of cited US Patent Documents

init	Citation No.	Patent Number	Date	Bar Code	Patentee	Class	Subclass
BS	P01	5621728	1997-04-15		Lightfoot et al	370	60.1
BS	P02	5650994	1997-07-22		Daley	370	259
BS	P03	6002394	1999-12-14		Schein et al	345	327
BS	P04	6253238	2001-07-26		Lauder et al	709	217

BS	P05	6263501	2001-07-17		Schein et al	725	39
----	-----	---------	------------	--	--------------	-----	----

Signature

Examiner Name	Date
	7/15/04